"ROTOGRAVURE 'me

This is a typical Spam rotogravure advertisement.

KIMBERLY-CLARK CORPORA

NEENAH, WISCONSIN

ESTABLISHED 1872

CHICAGO • 8 SOUTH MICHIGAN AVENUE NEW YORK • 122 EAST 42ND STREET LOS ANGELES • 510

Manufacturers of Pulp and Paper Products Including

KLEERFECT and HYFECT for letterpress and rotogravure printing • ROTOPLATE for rotogravure • Cover and Specialty Papers • KIMPAK pack

KIMFLEX shoe insoles and counters • KIMSUL building and refrigerator insulation • and Cellulose Wadding spe

made good' for us!"

GEO. A. HORMEL & CO.
AUSTIN, MINN.

October
1st
1938

Kimberly-Clark Corporation
8 So. Michigan Ave.
Chicago, Ill.

Gentlemen:

Before introducing our new product, SPAM, on a national basis, we decided to exhaust every means of pre-testing our advertising and promotional program before final adoption.

Several metropolitan areas were chosen and through special effort on distribution were set up as test markets. Various types of media were selected for these different cities. Our product was new and our main intent was to register the new name SPAM and familiarize consumers with the fact that it was truly a new meat of many - many uses.

In selecting the key cities for these tests we purposely chose one where rotogravure was available in a dominant publication. We were anxious to find out just how effective rotogravure, with its high attention value and readership, would be in the accomplishment of our objective.

We are pleased to be able to report to you that the results were most satisfactory and that our record to date speaks very well for rotogravure as an advertising medium.

Yours very truly,

GEO. A HORMEL & CO.
W. D. TODD
Sales Manager for
The FLAVOR-SEALED Division

• In a way, Spam's history is sensational. For in a field famous for the intense competition, Spam won recognition from both retailers and consumers in record time. Of course, a major share of the success can be traced to the product itself. But the planning and media testing which formed a background to its launching can't be minimized. In the accompanying letter the story of one phase of that testing is told.

ORATION

ANGELES • 510 WEST SIXTH STREET

KIMPAK packing material • SANEK tonsorial strips
lose Wadding specialties

United States News Photo by Capt. A. E. Nesbitt—Copyright